



chicago botanic garden

The Seasons at the Garden

Spring, Summer, Fall, Winter



Seasonal Sponsorships— Timeless Engagement and Discovery

Every year, visitors look forward to the change of seasons at the Chicago Botanic Garden. They plan their visits to witness the majesty and beauty of the changing views and features of the 28 gardens and four natural areas at the main campus. Now, for the first time, companies have the opportunity to sponsor a season at the Garden. Spring, Summer, Fall, and Winter will each be greeted with a specially designed communications campaign including digital and on-site signage celebrating the splendor of the season and recognizing the Season Sponsor. Each seasonal sponsorship opportunity offers creative and innovative strategies to fulfill sponsorship objectives and align your brand with the Garden's attractive visitor demographics and passionate membership both virtually and on-site. Connect your company with the heart of the Garden's appeal—nature in its cyclical and ever-changing beauty.



The Setting

With 385 acres to explore, the Garden offers an extraordinary and unique backdrop. The Garden, one of the world's great living museums and conservation science centers, has more than two million plants in its collections. Activities abound during each season that can start or end with a visit to the Garden View Café and Garden Shop.



Spring in the Garden is ripe with anticipation, as each day brings new discoveries. Everyone is eager to see the first signs of color after a long winter. Spring is a magnificent season to walk the display gardens and the natural areas, seeking both the brash and the modest—plants whose tropical colors take the chill off a spring morning as well as the tiny, fleeting jewels only the fortunate will notice. These blooming plants dance in sequence, extending the impact of this treasured time. As spring moves into May, watch out for the marvel of the crabapples, which bring both fragrance and color to the grounds. The diverse flowers of spring—tulips, daffodils, alliums—light up each garden space daily with new life and wonder. Every display bed, hillside, native habitat, and hanging basket blooms with the best this season can offer.



Summer at the Garden is where color, scent, and the play of light on water await you. Roses are the queen of the season. Whether enjoying panoramic scenes or individual blooms, visitors find themselves captivated by nature at every turn. Special exhibitions—Butterflies & Blooms, the Model Railroad Garden: Landmarks of America, and the Garden Trams—are a highlight for the whole family during this season. Summer is also the time for exploring the Garden at dusk and beyond as the grounds stay open until 9 p.m. each day. The light of a late summer evening at the Garden is a magical experience.



Fall features crisp air, while the Garden's floral fireworks are something to behold.. Thousands of annuals put on a show throughout the display gardens. Trees, shrubs, and vines turn lovely shades of yellow, red, and orange. The 15-acre Dixon Prairie features more than 250 species of native plants, including richly colored late bloomers like ironweed and goldenrod, as well as the airy seedheads of switchgrass and big bluestem. From the ripe apple trees to the golden ginkgoes, fall is a lovely time to connect with the bounty of nature.

Winter brings more subtle pleasures. In the classic, snow-filled landscape of deep winter, the light beautifully highlights the Garden's many landscapes and offers unique depth and beauty. When the air is clear and calm and the sun gleams off the snow, it's time to take pleasure in the private world of plants. Highlights of the season include the Malott Japanese Garden, recently featured on a U.S. postage stamp. The Japanese Garden's manicured forms and structured conifers covered in snow are breathtaking.



The Attendees

The Garden typically welcomes more than one million visitors each year who come for the beauty of the grounds and the diverse year-round programming. Our 65,000 members are loyal to the Garden and its mission. Our visitors, who represent every age and every cultural background, are drawn from the Chicago region, with heavy representation from the North Shore suburbs. Our visitors are receptive and loyal to companies that appreciate the beauty and importance of nature and show a commitment to the planet.



The Opportunity

Sponsors gain visibility and brand awareness with their seasonal sponsorship. This includes a wide variety of marketing activities including email marketing, social media, direct mail, banners, signs, and on-site activities to directly engage with visitors. Season Sponsors align their brand with the most fundamental appeal of the Chicago Botanic Garden—the majestic and ever-changing beauty of our great partnership between nature and horticulture—a true celebration that is always available and ever a comfort to those that seek peace, joy, and respite, year after year.



The Sponsorship

Presenting: \$75,000

Major: \$35,000

Supporting: \$15,000

On-site: \$5,000



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1000 Lake Cook Road, Glencoe, Illinois 60022 U.S.A.
chicagobotanic.org (847) 835-5440

One of the treasures of the Forest Preserves of Cook County